



CADILLAC FOR '55

A NEW WORLD'S STANDARD



IN MOTOR CAR BEAUTY AND LUXURY!

The responsibility of leadership is more than an inheritance at Cadillac. It is the day-to-day, *practical* measure by which every Cadillac advancement and innovation is judged. And in the 1955 Cadillacs you see the dynamic result. Their fresh, new sculptured beauty marks them as an inevitable step forward in contemporary motor car design. Lines are lower and longer . . . smarter and more appealing than ever. Inside, fresh new beauty emphasizes the spacious luxury and comfort so characteristic of Cadillac. In every way, this beautiful new motor car provides visual evidence that Cadillac, *today as always*, sets the standard for the world!



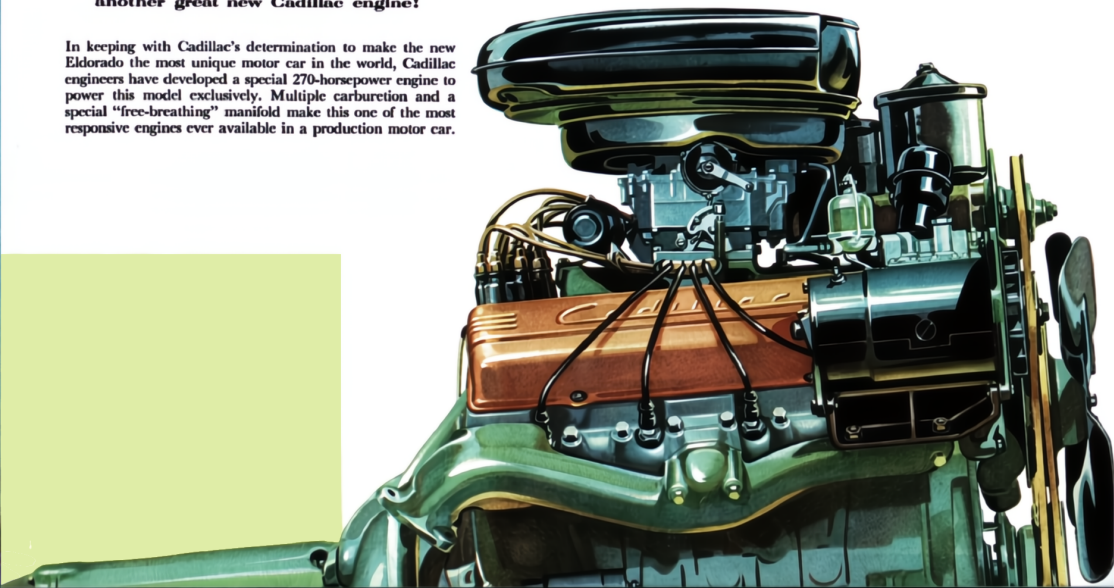
A NEW WORLD'S STANDARD OF AUTOMOTIVE PERFORMANCE!

Introducing A Great New **250 H.P.** CADILLAC ENGINE

And for the Cadillac Eldorado exclusively...
another great new Cadillac engine!

In keeping with Cadillac's determination to make the new Eldorado the most unique motor car in the world, Cadillac engineers have developed a special 270-horsepower engine to power this model exclusively. Multiple carburetion and a special "free-breathing" manifold make this one of the most responsive engines ever available in a production motor car.

For 1955 Cadillac presents the most perfectly proportioned automotive power plant science, skill and experience can produce. It is a great new engine, highly developed, superbly balanced, and specifically engineered to deliver a full 250 horsepower. With its new and far higher compression ratio of 9.0 to 1, it provides a tremendous reserve in performance, infinite flexibility under all driving conditions, and even more surprising economy of operation. Only a very few minutes at the controls will convince you that Cadillac, pioneer and most accomplished designer and builder of advanced V-8 power plants, has in this great engine again provided a new standard of performance for the world.



Improved **HYDRA-MATIC DRIVE**

The famous General Motors Hydra-Matic Drive has been redesigned to meet the additional performance range made possible by Cadillac's new 250-horsepower engine and the new 270-horsepower Eldorado power plant. It is standard equipment on all 1955 models.

Advanced **POWER STEERING**

Cadillac Power Steering employs hydraulic power to eliminate up to 75% of all normal steering effort, yet is designed to retain vital road "feel". New improvements for 1955 make it even quieter and more smoothly responsive. Standard equipment on all Cadillac models.

Perfected **AIR CONDITIONER**

In the 1955 Cadillac, owners may adapt the car's interior "weather" exactly to their liking. Not only may cooled air be directed toward the sunny side of the car through blower controls, but the degree of cooling action may also be selected. Air conditioning is optional equipment at extra cost on all closed models.

Finer **POWER BRAKING**

Power braking for 1955 Cadillac models has been made easier-acting through the introduction of a lower pedal and a higher ratio of lever action. Indeed, for the first time in motoring history, it takes no more physical effort to slow your Cadillac than it does to accelerate. Available as standard equipment on the Eldorado; extra cost on other models.





Series 60 Special interiors include broadcloth, patterned nylon and metallic nylon in contrasting tones of gray, blue, tan and green. Thirteen beautiful new interiors are available, including this striking combination of beige patterned nylon and copper-toned leather.

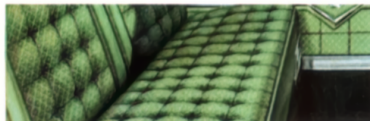


The magnificent Cadillac **SERIES 60 SPECIAL**

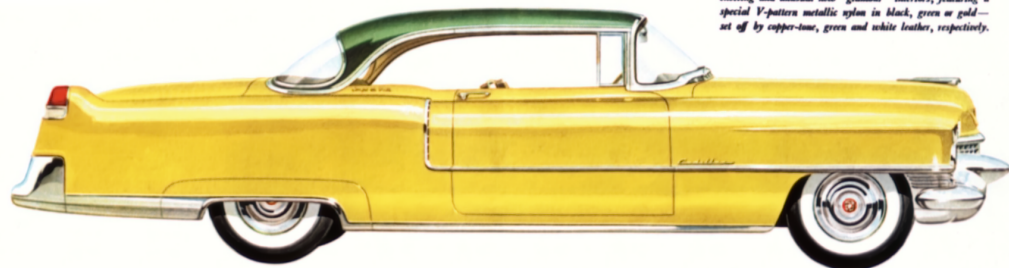
In all the world there is no other motor car quite like the Cadillac Series 60 Special. In this single model, traditionally a four-door sedan, every artistry of Cadillac craftsmanship and every forward-looking feature of performance, styling and graciousness are superbly integrated. For 1955, the Series 60 Special presents a new kind of beauty, exclusive in the fine-car field. You see it first in the sculptured expanse of its long side panels

... in the sweeping Florentine curve of its new rear window outline. You find it again, in the unbelievably slender centerpost, so vastly reduced in thickness that it brings to this sedan the airy feeling of a hard-top design. The distinctive new Series 60 Special, like all 1955 Cadillacs, is offered in an unusually wide choice of exclusive new colors and two-tone combinations. In all, over 200 different color selections are available.

One of the most anticipated of Cadillac's annual offerings, the Series 62 Coupe de Ville reveals the full scope of Cadillac's styling artistry. For 1955, this distinctive model, which so perfectly combines the comfort and safety of a closed car with all the wonderful spirit of a convertible, offers a new tailored treatment of interior leathers and contemporary fabrics. Coupe de Ville interiors feature the sparkling accent of chrome roof bows and aluminum front seat moldings.



Interiors are gray, blue, tan or green—tailored in patterned and metallic nylon and dark leathers. Also offered are three exciting and unusual new "glamour" interiors, featuring a special V-pattern metallic nylon in black, green or gold—set off by copper-tone, green and white leather, respectively.



The dramatic Cadillac **SERIES 62 COUPE de VILLE**

The inspiring Cadillac **SERIES 62 CONVERTIBLE**



Long one of the most appealing motor cars in the world, the 1955 Cadillac Convertible offers new distinction of styling, emphasized by its long, low lines and its unique all-weather versatility. Interiors are dramatically new—and completely restyled in soft, rich leathers. Interior options include two-tone green or blue; red, green or blue with white; tan with light gray; and solid black or red. Tops and snug, matching boots are available in white, beige, blue, green or black.



The popular Cadillac **SERIES 62 COUPE**

The Series 62 Coupe combines exceptional exterior beauty with unusually smart interior styling. Yet, for all its spaciousness, its beautiful and luxurious interiors, and its new and dramatic sculptured side ornamentation, it is the lowest-priced Cadillac for 1955—a perfect choice for many who are selecting their Cadillac for the first time. Out of its strict adherence to every Cadillac standard of perfection has come a brilliant combination of smartness and practicality . . . a new kind of luxury motor car for today!

Available in seven combinations of gray, blue, tan or green, Series 62 Coupe and Sedan interiors feature smartly tailored two-toning in either plain gabardine or in patterned nylon with harmonizing gabardine.



The beautiful Cadillac **SERIES 62 SEDAN**

Long the favorite of the world's most discerning families, the Cadillac Series 62 Sedan again features generously proportioned interiors, now more beautifully and luxuriously appointed than ever before. Like all 1955 Cadillacs, it offers superb riding comfort and markedly easy handling. Its look of length and lowness is evidence of its remarkable stability and handling sureness. The Series 62 Sedan is truly one of the finest family cars on the road today.



The spectacular Cadillac **ELDORADO**

For 1955, Cadillac presents to the motoring world an entirely different kind of American motor car—the new Cadillac Eldorado. Its styling alone represents a daring departure. Indeed, in the modeling of its sweeping rear fenders, it foretells the styling others must surely follow in the future. And its performance, too, is a revelation of things to come. For in this, the most individually expressive personal car in the world, Cadillac presents exclusively—and for the first time—a greatly advanced, high-performance, 270-h.p. engine, featuring multiple carburetion . . . to make the Eldorado one of the most responsive cars on the road. In every way, the revolutionary new Cadillac Eldorado is destined to be one of the most prized cars of the decade . . . beautiful to see . . . thrilling to drive . . . and uniquely satisfying to own!



The selection of 1955 Eldorado all-leather interiors includes four combinations of black, blue, gray or red, trimmed with white; or a choice of solid black, blue, beige, gray or red leather.

On no other model does the Cadillac crest ride more authoritatively than on the Cadillac Series Seventy-Five Sedan. New dignity and bearing are fully evident in its exterior styling . . . and in the classic simplicity of its lines. Its spacious interiors are more luxurious, more beautifully appointed than ever before. And the distinction which this model bestows is complemented by the remarkable economy of the Cadillac . . . making it ideal—and *practical*—as a car for larger families. The Series Seventy-Five is available as an eight-passenger Sedan or as a Limousine equipped with a power-operated dividing glass partition.



Interiors of the new Series 75 feature contrasting shades of tan, gray or blue in light-tinted Bedford cord or broadcloth.

The luxurious Cadillac **SERIES SEVENTY-FIVE**





Now that you have viewed the new Cadillac models for 1955, there is one last logical step for you to take. And that is to come in and inspect and drive a new Cadillac. We urge you to accept this invitation, because we know what a thrilling experience it is to slip behind the wheel of a Cadillac—and start off on the most wonderful motoring experience of a lifetime. So why not stop in soon—and let the new Cadillac tell its own wonderful story? We'll be happy to see you at any time.

You are invited to
see, inspect and drive the **1955**
CADILLAC



CADILLAC MOTOR CAR DIVISION ■ GENERAL MOTORS CORPORATION

1955 CADILLAC SPECIFICATIONS

ENGINE: Designed and precision-built by Cadillac. Eight-cylinder, overhead 90° V-type, bore $3\frac{1}{4}$ ", stroke $3\frac{1}{2}$ ", displacement 331 cu. in. Engine mounted in rubber at three points. Brake horsepower 250 at 4600 RPM. Compression ratio 9.0 to 1. Eldorado, 270 horsepower at 4600 RPM.

PISTONS: Aluminum alloy—slipper-type to reduce friction surfaces and permit nesting between crankshaft counterweights. Two compression and one oil ring; top compression ring chrome-plated to minimize wear on cylinder walls; piston surfaces are stannate treated for better wearing qualities and scuff resistance.

CARBURETION: Four-barrel downdraft with equalized manifold; mechanical fuel pump; oil-bath type air cleaner; intake silencer; automatic choke. Two, 4-barrel carburetors on Eldorado.

LUBRICATION: Full pressure. Oil filter, standard equipment.

GASOLINE TANK: Cap. 20 gallons.

ELECTRICAL SYSTEM: 12-volt lighting and ignition.

HYDRA-MATIC DRIVE: Fully automatic, eliminates clutch pedal and gearshift lever. Consists of a fluid coupling and automatically actuated gear sets providing two driving ranges, a low-speed range and reverse.

REAR AXLE: Hypoid, semi-floating. Differential housing offset to provide for straight-line drive. Ratio 3.36 to 1 on Series 60 Special and Series 62 with 3.07 to 1 optional (except on Eldorado and Air Conditioner equipped cars). Series 75 is 3.77 to 1.

DIRECTIONAL SIGNALS: Standard equipment.

BACK-UP LIGHTS: Standard equipment.

FRONT SUSPENSION: Cadillac Independent Knee-Action.

SPRINGS: Front: Independent helical coil type. Rear: 5-leaf semi-elliptic $56\frac{1}{2}$ " long, $2\frac{1}{2}$ " wide (Series 75: 6-leaf).

BRAKES: 4-wheel hydraulic with $211\frac{1}{2}$ sq. in. braking area. Power Brakes* optional at extra cost.

STEERING: Hydraulic Power, over-all ratio 21.3 to 1.

FRAME: X-type, reinforced side bars with deep X-member junction.

TIRES: Low pressure, 4-ply, tubeless. Size—8.00 x 15 (Series 75: 6-ply, size—8.20 x 15). White sidewall tires* optional at extra cost.

SABRE-SPOKE WHEELS*: Heavy-gauge steel and aluminum. Optional at extra cost.

WHEELBASE: 60 Special, 133"; Series 62, 129"; Series 75, 149 $\frac{3}{4}$ ".

OVER-ALL LENGTH: Bumper to bumper, 60 Special, 227 $\frac{1}{4}$ "; Series 62 Sedan, 216 $\frac{1}{4}$ "; Coupes and Convertibles, 223 $\frac{1}{4}$ "; Series 75, 237".

*Standard on Eldorado.

Cadillac Motor Car Division of General Motors Corporation reserves the right to make changes at any time, without notice, in prices, colors, materials, equipment, specifications and models, and also to discontinue models.